



TOP 5 Business Podcasts

LOOKING FOR BUSINESS INSPIRATION AND DON'T HAVE TIME TO KEEP UP WITH ALL THE NEW BOOKS? TIME TO CHECK OUT BUSINESS PODCASTS. WE'VE ROUNDED UP A HANDFUL THAT WILL OFFER IDEAS AND INSPIRATION FROM THE BUSINESS WORLD'S BEST AND BRIGHTEST, WHETHER YOU HAVE FIVE MINUTES OR AN HOUR TO LISTEN—ALL FREE TO DOWNLOAD FROM ITUNES.COM.

▶ If you have only five minutes or so, check out **Get-It-Done Guy's Quick and Dirty Tips to Work Less and Do More** (getitdone.quickanddirtytips.com). Host Stever Robbins provides amusing, short tips on how to eliminate clutter in your mind and on your desk.

▶ In a mental rut? Go to **The Accidental Creative** (accidentalcreative.com), where host Todd Henry will coach you through your creative blocks. His tips about constructing a continuously inspiring set of habits will refresh the minds of anyone whose work requires dynamic thinking.

▶ Whether you have a new startup or are just interested in keeping up with the issues facing young businesses, tune in to **StartupNation.com**. These podcasts give great tips on everything about bringing new products to market, from licensing and wholesaling to getting hooked up with QVC.

▶ For those with long commutes, download some inspiring lectures from **Entrepreneurial Thought Leaders**, which is put out by the **Stanford Technology Ventures Program** (edcorner.stanford.edu/podcasts.html). These hour-long interviews with tech leaders such as Ryan Phelan of DNA Direct, offer behind-the-scenes business stories, along with discussions of the current venture capital and philanthropic climates. —*Lilium Pierson*

▶ When it's time to revamp your website, head over to **Internet Business Mastery** (internet-based-business-mastery.com). This site covers all web issues, from blogging to online sales, and is invaluable to any company that is ready to make the most of Web 2.0.



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[factoid]

» Paper or Plastic? Neither!

We'd like to think we're reusing or recycling the **485**

plastic and **110 paper** shopping bags each of us uses annually, on average. In truth, disposable bags—about **4 percent** of Seattle's residential garbage, by volume—are doing more than just filling up trash bins and dog parks around the city: They're depleting city coffers at a rate of more than **a penny a bag**. Plastic bags are often singled out as the main villains because they are a larger component of bag litter, but paper bags are actually **four times worse** for the environment when manufacturing and land-use costs are factored in. Not willing to take part in the eternal "paper vs. plastic" debate, Seattle has proposed a **20-cent "green fee"** for all disposable grocery bags and a ban on Styrofoam take-out containers. The city also plans to set aside **\$1 million** to distribute reusable bags in the fee's first year. —*Julie H. Case*

'GREEN FEE' BY THE NUMBERS

BEFORE

Number of disposable bags used in Seattle	→	360 million/year
Number of disposable bags collected	→	120 million/year
Cost to collect and process disposable bags	→	\$4 million/year
Amount spent to clean up plastic bag litter	→	\$503,000/year

AFTER

Average "green fee" cost per consumer	→	\$10/year
Expected bag usage reduction	→	70 percent
Greenhouse gas emission reductions	→	4,000 tons/year
Rough equivalent to emission reductions	→	taking 665 cars off the road